



Doodle Digital Marketing Offers New Digital Marketing, SEO, and Lead Generation Services

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Doodle Digital Marketing, based in Brighton and Hove, East Sussex, has announced that they are now offering updated digital marketing, SEO, and lead generation services. The company wants to emphasize the fact that search engine optimization (SEO) remains an essential piece of the puzzle for any company's lead generation efforts in online or offline marketing.

An up-to-date effective SEO marketing campaign will include content marketing to showcase the expertise of a specific business. This service is a vital part of a campaign for businesses where they have traditionally depended on word of mouth, referrals and newspaper or billboard advertising. It is always intimidating for business owners to change and try a new marketing strategy, such as taking the business advertising online.

Amy Lauchlan, owner and hands-on head SEO consultant of Doodle Digital Marketing, says, "In today's crowded marketplace there is an abundance of information available at a consumer's fingertips, you can guarantee that your prospective customers are online now researching before making a decision whether to trust your business or your competitor. Suddenly, you have to navigate the unfamiliar waters of the digital space. How will you survive? How can you continue to generate leads? How can you stand out from the

crowd? The answer is SEO.?

The newly revised and fully updated SEO strategy that is employed by Doodle Digital Marketing begins with Google My Business (GMB), which is basically a social profile provided by Google for the business. This enables it to show up in on Google Maps.

This is vital to any local business as the GMB listing shows the business location, opening hours, and most importantly and call now or website link. This will also include reviews written by previous customers, pictures, and other information that potential customers can take a look at when considering a provider.

In many studies, SEO has been found to be the top lead generation tool of 78 percent of marketers, which shows that a successful SEO and marketing strategy can offer limitless ROI for a business. With a well-optimized, informative GMB profile, a local company will be ranking for the local searches.

Those who are interested in the digital marketing and lead generation services offered by Doodle Digital Marketing can check out their website, <https://doodledigitalmarketing.co.uk/> or contact them on the telephone or through email.

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For more information about Doodle Digital Marketing, contact the company here: Doodle Digital Marketing
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Doodle Digital Marketing

Brighton SEO agency that specializes in nationwide Digital Marketing, SEO and lead generation services and helping businesses dominate their local market service areas.

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